

As a broadcaster, WDEF-TV takes its responsibility to serve our community seriously. We make every effort to keep the public informed on vital issues and to provide information pertinent to their daily lives and that could help improve their quality of life.

WDEF-TV has almost 50 employees dedicated to local newsgathering and production on a daily basis. We produce 24 ½ hours of local news every week. Not only does News 12 serve our community by providing local news and information on our air, but we also provide further detail and links to information on our local website, wdef.com.

We believe that one of the biggest ways we can serve our community is by informing our viewers immediately of any dangerous or life-threatening situation. Giving our viewers critical, severe weather information can actually help save lives. We also provide safety alerts to our viewers whenever there is a situation such as a dangerous fugitive on the run from police. Our station has utilized the Amber Alert system in our market at least three times since its inception to help find children in mortal danger. WDEF has invested more than a million dollars in weather equipment and weather radar equipment to help us further warn our viewers of impending dangers due to serious changes in weather conditions. We do not hesitate to break into any kind of programming with emergency information to make sure our viewers stay safe and stay informed.

Most of all, WDEF is committed to providing critical safety tips, information, and advice to our viewers. This is why WDEF calls itself, "Your Safe Families Station." WDEF reports on Safe Families stories within our newscasts. Reports about ATV dangers, how to safely trick-or-treat with your children, how to deal with suicide, what to do during a tornado, lightning storm, or snow storm are just a few examples of the types of Safe Families stories we provide to our viewers on a yearly basis. In 2003 alone, WDEF reported on more than 250 Safe Families stories.

When it comes to commitment to our community, WDEF believes another great service we provide to our viewers is giving information during election years. Informing our viewers about candidates, races, referendums, and amendments is a great service to our community. WDEF offers free air time to candidates within our newscasts in order to let our viewers better understand these candidates' positions and beliefs. For example, in 2004, WDEF invited all candidates running for U.S. Congress and U.S. Senate in our viewing area to tape a two minute statement that we aired inside our 6:00 PM and 11:00 PM newscasts. We ended up with six candidates in Tennessee, U.S. House Districts three and four, accepting our invitation. The other candidates did not reply to our invitation. In 2002 we invited gubernatorial candidates, U.S. Senate Candidates and U.S. Congress candidates to take part in our candidate free time segments (titled "Meet the Candidate"). Again, a majority of the 15 or so candidates took us up on our offer. WDEF also takes the time to explain referendums and amendments so that our viewers clearly understand what they are voting for or against. This goes above and beyond the usual he-said, she-said stories about the political debates between candidates.

Another aspect in which WDEF-TV serves the community's local needs and interests is by providing local public service programming. Examples of these programs are:

FAST FORWARD - A weekly program produced by Chattanooga State Technical Community College in conjunction with WDEF-TV. The show focuses on religious topics and various religions, ranging from Christianity to Islam. Religious leaders who come on the show are from area churches, synagogues, temples and

mosques. The show also covers other current topics of interest to our community. "Fast Forward" is hosted by Dr. Jim Catanzaro, President of Chattanooga State College in addition to other guest hosts.

POINT OF VIEW-The Chattanooga Adult Education Council in conjunction with WDEF-TV produces "Point of View" weekly. It covers various topics such as local politics, ethics, inner city violence, education, the arts, and health issues, among others. It is the longest continuously airing public affairs program in the country. Programs such as this help to reflect the current concerns, needs and interests of our community.

NEWS 12 THIS MORNING - airs from 5:30-8:00 am Monday through Friday. It is hosted by a morning anchor and a co-anchor meteorologist and encompasses local news, weather and community affairs. It contains live interviews with local experts on everything from gardening to financial and legal advice. Co-hosts also interview representatives from local charities about their up-coming benefit events, city leaders, alert viewers to downtown music events, and other local happenings. The program also gives viewers an opportunity to call-in live on the air and ask medical questions of various local doctors on our "House Calls" segment. There is also another medical segment called "What's Going Around Wednesday" where a local doctor is interviewed about current medical concerns such as the flu, West Nile virus, and inoculations for children, etc. Interview segments last from 3-3.5 minutes. Often the morning show does live remotes from charity kick-off events such as the yearly United Way kick-off, the Angel Tree kick-off, etc.

A further example of our commitment to serve our local community is through community events. WDEF annually hosts the United Negro College Fund three-hour telethon which provides scholarships to minority students locally. We also televise a three-hour St. Jude Dream Home Giveaway and Telethon with proceeds to benefit the St. Jude Children's Research Hospital and its outreach programs such as the one in Chattanooga. Our community has a higher percent of patients at St. Jude Hospital than most. The hospital provides free transportation to and from the hospital as well as free treatment to all its patients. The station also co-sponsors numerous other fund raising benefits for St. Jude throughout the year. As part of our commitment as a "Safe Families Station" we co-sponsor "Heart Day" at an area shopping mall. The public is encouraged to stop by for free cholesterol testing and for literature on the warning signs of heart disease and strokes. At various times during the year, WDEF provides free photo IDs and fingerprinting for children along with kits that contains vital information for parents on what to do should their child end up missing. WDEF provides free ID wristbands for children to wear while attending community festivals. These wristbands contain information on how to reach the child's parents should the child and parent become separated in the crowds while visiting these events. WDEF co-sponsors "Operation Christmas Greetings" where family and friends can videotape a message to their loved ones in the military. These messages are then e-mailed to the soldiers overseas. Recently, the city's Community Kitchen, which serves thousands of hot meals monthly to the homeless, had their entire food supply destroyed by flooding. Within a day WDEF organized a food drive at area Wal-Mart Stores to replace their lost food supplies. WDEF joined forces with area radio stations to collect food and supplies to send to Florida following the recent hurricanes. Our station has also helped to provide free smoke detector batteries to the public and, through Safe Families Tips, provided fire prevention safety information impressing on the public the importance of having smoke detectors and making sure they are operational. In addition to community events, WDEF-TV also provides not-for-profit organizations

free airtime for public service announcements as well as community happenings announcements through our "Community Calendar".

WDEF-TV feels a license to serve the problems, needs and interests of our community is an awesome responsibility and one which we strive to meet daily.